WHERE IS THE MARKET FOR MY PRODUCTS?

Who can sell my products?
The questionnaires

• All highlighted export market as the ideal target (barriers)
  • Quantity and quality are severe limiting factors to export
  • For non-food products export can be meaningful (if not too ethnic)
  • For coffee in Panama there is probably not a good market because not culturally used, therefore export can be reasonable
  • For the food products I suggest to explore each local/national market combined with the correct marketing tools.
  • For honey there is a huge demand in the global market but the prices are very low and quality requirements are too high
• Nobody is satisfied by the market, but 50% are satisfied by the price (?)
• Many need investment for processing facilities or to improve logistics
  • Wherever possible efficiency must be done: short but professional value chain
• Lack of awareness/culture/knowledge in the consumers is a problem
  • We have to spread culture
Il difetto del risone sono determinati analizzando il corrispondente riso bianco ottenuto dalla lavorazione di un campione del risone oggetto del contratto.

Il calcolo delle detrazioni di prezzo viene effettuato per ogni punto o frazione di punto secondo le indicazioni riportate nella seguente tabella.

<table>
<thead>
<tr>
<th>Tipo di difetto</th>
<th>Intervallo di tolleranza</th>
<th>Detrazione sul prezzo</th>
<th>Limite di ritirabilità</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grani striati rossi</td>
<td>da 0 a 0,5%</td>
<td>nessuna</td>
<td>3,00%</td>
</tr>
<tr>
<td></td>
<td>da 0,51 a 3%</td>
<td>% eccedente 0,5%</td>
<td></td>
</tr>
<tr>
<td>Disformità naturali</td>
<td>da 0 a 2%</td>
<td>nessuna</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>da 2,01 a 5%</td>
<td>% eccedente 2%</td>
<td></td>
</tr>
<tr>
<td>Impurezza varietali</td>
<td>da 0 a 2%</td>
<td>nessuna</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>da 2,01 a 5%</td>
<td>% eccedente 2%</td>
<td></td>
</tr>
<tr>
<td>Grani gessati</td>
<td>da 0 a 1%</td>
<td>nessuna</td>
<td>3,00%</td>
</tr>
<tr>
<td></td>
<td>da 1,01 a 3%</td>
<td>% eccedente 1%</td>
<td></td>
</tr>
<tr>
<td>Grani danneggiati</td>
<td>da 0 a 0,3%</td>
<td>nessuna</td>
<td>1,50%</td>
</tr>
<tr>
<td></td>
<td>da 0,31 a 2%</td>
<td>% eccedente 0,3%</td>
<td></td>
</tr>
<tr>
<td>Grani danneggiati da calore</td>
<td>0</td>
<td>nessuna</td>
<td>0,05%</td>
</tr>
<tr>
<td></td>
<td>da 0 a 0,05%</td>
<td>% eccedente 0%</td>
<td></td>
</tr>
<tr>
<td>Corpi estranei (commestibili)</td>
<td>da 0 a 0,3%</td>
<td>nessuna</td>
<td>0,30%</td>
</tr>
<tr>
<td></td>
<td>oltre 0,3%</td>
<td>% eccedente 0,3%</td>
<td></td>
</tr>
<tr>
<td>Corpi estranei (non commestibili)</td>
<td>da 0 a 0,15%</td>
<td>nessuna</td>
<td>0,15%</td>
</tr>
<tr>
<td></td>
<td>oltre 0,15%</td>
<td>% eccedente 0,15%</td>
<td></td>
</tr>
</tbody>
</table>
How many of your organizations are directly involved in marketing and commercialization?
Rationalize the consumer’s world
Rationalize the consumer’s world
Rationalize the consumer’s world

Each segment its basic question
Rationalize the consumer’s world

Spread culture about the organic world
TO PROMOTE OUR PRODUCTS, WE MUST UNDERSTAND WHICH ARE THE HUMANS’ BASIC NEEDS.
Maslow’s Hierarchy of Needs

- **Physiological needs:** food, water, warmth, rest
- **Safety needs:** security, safety
- **Belongingness and love needs:** intimate relationships, friends
- **Esteem needs:** prestige and feeling of accomplishment
- **Self-actualization:** achieving one’s full potential, including creative activities

Levels:
- **Basic needs**
- **Psychological needs**
- **Self-fulfillment needs**
Maslow’s Hierarchy of Needs

1. **Physiological needs:** food, water, warmth, rest
2. **Safety needs:** security, safety
3. **Belongingness and love needs:** intimate relationships, friends
4. **Esteem needs:** prestige and feeling of accomplishment
5. **Self-actualization:** achieving one’s full potential, including creative activities

- **Basic needs**
- **Psychological needs**
- **Self-fulfillment needs**

Additional notes:
- Status
- Participation
- PGS
- Control - movement
- Safe food
- Food
Too often communications and advertisements are intended to **CREATE DESIRES** on people to turn them into consumers.

That's manipulation for profit.

We want to be authentic providers of **FOOD SAFETY**.
- Need
- Want
- Desire

- Functional Need
- Physical Benefit
- Emotional Satisfaction
The vicious cycle of Need Vs. Desire
How many of our farmers are organic?

Farming without any use of chemicals?
The perceived value of farming in the mountains

Mountains are perceived as natural environments, they are close to the sky, normally far from urban or industrial settlements, they are the source of water for the lower lands.

We must use this perception to the advantage of our farmers, to the advantage of our sustainable production systems and therefore to the advantage of our environments.
Call it organic or bio-intensive, certify it or get it guaranteed by a PGS, but it must be RESPECTFUL of humans and of the planet.

Agriculture can increase the fertility of the soil.
The fertility of the soil is represented by Carbon stored in the soil.
Carbon in the soil is a wonderful resource (organic matter)
Today agriculture wastes fertility releasing Carbon in the atmosphere.
Industrial agriculture produces 30-50 % of the greenhouse gases emitted in the atmosphere.
Carbon in the atmosphere is the cause of Climate Change that is compromising our survival on this planet.

What could be a gift for farmers becomes a weapon against humans.
80% of the food comes from small scale farms...
We must be promoters of an authentically NATURAL agriculture.

That's what can DIFFERENCIATE mountain products compared with other products.
DIFFERENTIATION - The story

We cannot hope to compete with industrial farmers that farm in the lower, flatter and more productive lands, applying chemicals, WE WOULD LOSE THE COMPETITION IMMEDIATELY.

We will be never able to compete for the lowest price, for the mass production. Our farming techniques provide positive ecosystem services, whilst industrial farming destroys ecosystems without paying for the damages that creates.

We must fight in a different battleground, we must find our own “specialised” market.

Similar situation EcorNaturaSi experience in competing with:

- Conventional (chemical) food
- Fake organic (chemical) food
HOW TO TELL THIS STORY TO THE CONSUMER?

Can PGS help us to explain our story to consumers?
• Certification is also a marketing tool: differentiation strategy
• PGS brings transparency, trust, a story to tell to the consumers

Why EcorNaturaSi hope in the help from PGS.

The three level of certification
• Organic certification
• Internal monitoring
• PGS
DIFFERENCIATION - The products

Differenciate the product – avoid comparability – look for uniqueness

Focus on TRADITIONAL VARIETIES, the old tastes that would otherwise get lost. Traditional varieties have been selected by farmers over centuries because tasting good and productive in that particular environment.

Never believe to the trap of modernised GMO varieties. They are intended to make somebodyelse rich, destroying all the rest.
Modern and industrial Agriculture leads to simplification
WE MUST AIM TO DIVERSIFICATION OF PRODUCTION

AGROBIODIVERSITY

A basket of Mountain Partnership Products

Refuse the Cash Crop mentality

For those who buy: consider the need for a good agronomic rotation!
WHO ARE THE RIGHT CONSUMERS FOR OUR PRODUCTS?

Special consumers for special products

Consumer that look for information, knowledge, credible stories, transparency, culture.

(Incredibly long time spent reading labels in our shops)

Mountain products cannot be just commodities, must tell the story of the producers

Importance of labels!
PACKAGING AND LABELING

The packaging and the label is often the only way we have to communicate with the consumer. It must be distinctive compared with the rest of the products on the shops. In Europe everything is already seen... It's difficult.

Label must give INFORMATION, ensure TRANSPARENCY and build TRUST.

Consider a Qrcode connected with MP website where the philosophy is explained.

The story of the precious Berberè (+200%)
That’s the best you can find today in the honey market in Ethiopia.
With little effort you can reach this level...
Bring the people to the farms
DALLA NOSTRA FILIERA ETIOPIA

biologico organic

ecor

MOKA CAFFÈ DI FORESTA
MOKA FOREST COFFEE

250g 8.82 oz

CAFFE BIOLOGICO ARABICA 100%.
TESTATO, MACINATO E CONFEZIONATO IN ITALIA, MADRE DI COFFEE HOME

Confezionato in astuccio protettivo.
Conservare in luogo fresco e secco, al riparo dalla luce solare diretta. Da consumarsi preferibilmente entro 1 anno.

60 - Organic coffee, Italian 100%.
Roasted, ground and packed in Italy.
Great care taken for the product pack.
Packaged in a protective atmosphere.
Keep in a cool dry place away from direct light. Best before: see bottom.

2 - Esclusiva Aracica 100%.
In Italian, ground and vacuum packed.

Per la produzione di Moka pregiato Moka.
Under atmospheric pressure.

E - Caffe biologico 100% arabica.
Toasted, refined and packed in Italy.
Caffeino ambiente per caffetteria italiana.
Esclusiva Aracica.

 Conservare in un luogo fresco e secco, al riparo dalla luce solare diretta. Da consumarsi preferibilmente entro 1 anno.

Codice per il Servizio Postale 80910 Torino.

Con l’autorizzazione del produttore di caffè.

DALLA NOSTRA FILIERA ETIOPIA

IL VIAGGIO DEL NOSTRO CAFFE

Il caffè che abbiamo selezionato per la produzione dell’agricoltore Wages Timmer Bekele, nella regione di Bench Maj, è sottovuoto dell’Etiopia. Il suo posto cresce conservando della natura natura di alta altezza. La coltivazione del caffè permette vantaggi di conservare all’economia locale e alla biodiversità naturale, in grado di contribuire al potenziamento dell’utenza dell’agricoltore dell’ignoranza in questi paesi africani. I suoi frutti, chiamati fichi, sono raccolti come quelli nella coltura di un Neil colora rosso. Ciascuna contiene due semi i chimici del caffè.

COME VIENE COLTIVATO

Nel Bench Maj le piante di caffè fioriscono tra mese e mese, mentre la raccolta avviene circa due mesi più tardi. Sebbene la forma di cura delle piante sia ancora un’area, quindi è necessario rispettare con attenzione l’operazione di raccogliere manuale anche in momenti climatici, per garantire il piacere delle sole balkhe mature e assicurarsi così il qualità e il gusto della futura bevanda del caffè. Per la coltivazione del terreno viene utilizzata la polpa mensurazione del chicco del caffè che rimane in un processo di lavaggio e fermentazione. Un modo per dare sostanza alla produzione piante di caffè. Ristabilire così alla foresta ciò che essa ci dona ogni anno, mantenendo il suo equilibrio.

COME VIENE LAVORATO

Le sole balkhe vengono bruscare dalla torrefazione alla termica di lavaggio. Per sottogola gli alberi selezione manuale per eliminare quelle rosse apparentemente mature. Sono bruciate alla temperatura per una terza tostazione di caffè rosso e per l’asportazione di letture ristrette e sostanze di colorazione del sole africano. Da lì il caffè pronta per essere semplicemente asciugata. Dalla vista entrata nel nostro Paese, il caffè viene preparato per la torrefazione, sulla storia del raccolto delle Mitchell di Moka. Già provate altre due sedute di esperienza nel settembre, richiedendo alla migliore produzione di macinazione per valorizzare il meglio la preziosa caratteristica organica dei racchi di caffè etiopico. Il viaggio di una o più passeggiata con le essenze della calotta di caffè. Il terroir della moka per un riscatto fatto italiano.
The farmer’s face on the label

- Old variety not comparable with anything else in the German market
- Face of the farmer on the label: total traceability
- Label telling the story of this rice
- Result: rice sold at a much higher price than normal rice
It's important to organise a COMMERCIAL and LOGISTIC STRUCTURE

• Difficult for the individuals
• Difficult for Ngos
• Easier for cooperatives
• Maybe better for a Producers’ company
• Or for an independent commercial company (efficiency)

We need a proper tool o enter the market
The 7 principles of Social Business (M. Yunus)

1. Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
2. Financial and economic sustainability
3. Investors get back their investment amount only. No dividend is given beyond investment money
4. When investment amount is paid back, company profit stays with the company for expansion and improvement
5. Gender sensitive and environmentally conscious
6. Workforce gets market wage with better working conditions
7. ...do it with joy
THE DILEMMA

Farmers’ market or a commercial company?
Internal market or export market?
Retailer’s shop or own shops promoting mountain agrobiodiversity?

Depends:
• Scale and volume of the production
• Specific characteristics of the country/market/geographic locational

Let's work together analysing some of your situations...
A new concept of shop

Mountains in town

• A specialized shop advertising the concept of the brand (for other shops too)
• Only mountain products
• Only organic PGS certified products
• Transparency on name, farm, region of producers (producer’s face and pride on the shelf)
• A wide enough range of mountain products
• Priority to mountain national products
• Relation with MP projects in nearby countries or from the words
• Children’s friendly traditional and natural food